

## CLAIMS

What is claimed is:

1. A computer implemented profitable information (PI) management system for advertisers to post a plurality of classified advertisements offering a reward (CORs) to be completed by solvers, comprising:
  - a. a PI broadcast platform, and
  - b. a PI central server communicably connected to the PI broadcast platform, said PI central server being configured to:
    - i. receive one or more CORs from one or more advertisers, each COR including:
      1. an advertised request,
      2. a reward amount, and
      3. a classified advertisement offering a reward identification (COR-ID); and
    - ii. receive a set of contact information from each of the advertisers; and
    - iii. publish the CORs on the PI broadcast platform.
2. The system of claim 1, wherein the CORs are viewable by one or more prospective solvers on the PI broadcast platform.
3. The system of claim 2, wherein the reward amount must be paid by the advertiser to a solver upon completion of the advertised request by the solver.

4. The system of claim 3, wherein the solver is the prospective solver who first completes the advertised request to the satisfaction of the advertiser.
5. The system of claim 4, wherein the PI central server further comprises one or more data storage devices for storing the CORs and the advertisers' contact information.
6. The system of claim 5, wherein the data storage devices further comprise:
  - a. an advertiser database for storing the advertisers' contact information and the COR-ID;
  - b. a COR database for storing information related to the CORs submitted by the advertisers; and
  - c. a member database for storing all member account information.
7. The system of claim 6, wherein the COR database stores one or more COR numbers, such that each of the COR numbers is related to each of the advertisers' contact information and the COR-ID.
8. The system of claim 7, wherein the data storage devices further comprise:
  - a. a COR management program;
  - b. a COR without contact information publishing program;
  - c. a COR with contact information publishing program;
  - d. a COR contact info retrieval program; and
  - e. a service fee program.

9. The system of claim 8, wherein the COR management program is configured to allow the advertisers to publish a COR with contact information or a COR without contact information.
10. The system of claim 8, wherein the COR without contact information publishing program is configured to allow an advertiser to submit the CORs and publish them without contact information on the PI broadcast platform, and to remove them anytime before its expiration date.
11. The system of claim 8, wherein the COR with contact information publishing program is configured to allow any member of the PI management system, as an advertiser, to submit the CORs and publish them with contact information on the PI broadcast platform, and to remove them anytime before its expiration date.
12. The system of claim 11, wherein the PI management system publishes the COR submitted by the member, if and only if an account balance of the member is at least equal to a COR with contact information publish fee, predetermined by the PI management system.
13. The system of claim 9, wherein the COR contact info retrieval program is configured to allow a member of the PI management system to obtain the advertiser's contact information related to the COR without contact information, selected by the member.

14. The system of claim 13, wherein the PI management system provides the advertiser's contact information to the member if and only if an account balance of the member is at least equal to a COR contact information retrieval fee predetermined by the PI management system.
15. The system of claim 8, wherein the service fee program is configured to allow one or more new members to pay a membership fee, or to allow the advertisers to increase their account balances by an amount equal to or greater than a COR with contact information publish fee, or to allow the prospective solvers to increase their account balances by an amount equal to or greater than a COR contact information retrieval fee, wherein the amount of the COR with contact information publish fee and the amount of the COR contact information retrieval fee, predetermined by the PI management system.

16. A computer implemented profitable information (PI) management method, comprising:

- a. receiving, by a profitable information management system, a classified advertisement offering a reward (COR) from an advertiser, the COR including:
  - i. an advertised request,
  - ii. a reward amount, and
  - iii. a classified advertisement offering a reward identification (COR-ID); and
- b. receiving by the PI management system a set of contact information from each of the advertisers;
- c. publishing the COR on a PI broadcast platform; and
- d. displaying the COR to one or more prospective solvers.

17. The method of claim 16, wherein the reward amount is paid directly by the advertiser to a solver after the advertised request is fulfilled by the solver.

18. The method of claim 16, wherein the COR is published on the PI management platform without the advertiser's contact information.

19. The method of claim 16, wherein the COR is published on the PI management system with the advertiser's contact information, the method further comprising:

- a. verifying whether or not the advertiser is a member of the PI management system; and
- b. upon verifying that the advertiser is a member of the PI management system, comparing the advertiser's account balance and a COR publishing fee predetermined by the PI management system,

wherein the publishing step occurs if and only if the account balance is greater than or equal to the COR publishing fee.

20. The method of claim 18 further comprising:

- a. requesting by a prospective solver of the advertiser's contact information for a COR selected by the prospective solver;
- b. verifying whether or not the prospective solver is a member of the PI management system;
- c. upon verifying that the prospective solver is a member of the PI management system, comparing the prospective solver's account balance and a COR contact info retrieval fee predetermined by the PI management system; and
- d. providing the advertiser's contact information to the prospective solver if and only if the account balance is greater than or equal to the COR contact info retrieval fee.